



# Design Things Right

How to Brainstorm Better Learning Solutions

# Agenda

- 01 Introductions
- 02 Double diamond + LEA recap
- 03 Design things right
  - 03a Develop phase
  - 03b Deliver phase
- 04 Q&A

01

# Introductions

Design Things Right

# Nice to meet you

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Maestro is a creative learning agency obsessed with transforming how people grow. We design experiences with creativity + the science of how people learn, resulting in real growth in your people and positive change in your business.

Get in touch with me after the webinar at  
**[mboulter@maestrolearning.com](mailto:mboulter@maestrolearning.com)**



**Michael Boulter**  
Director of Strategy  
Maestro

02

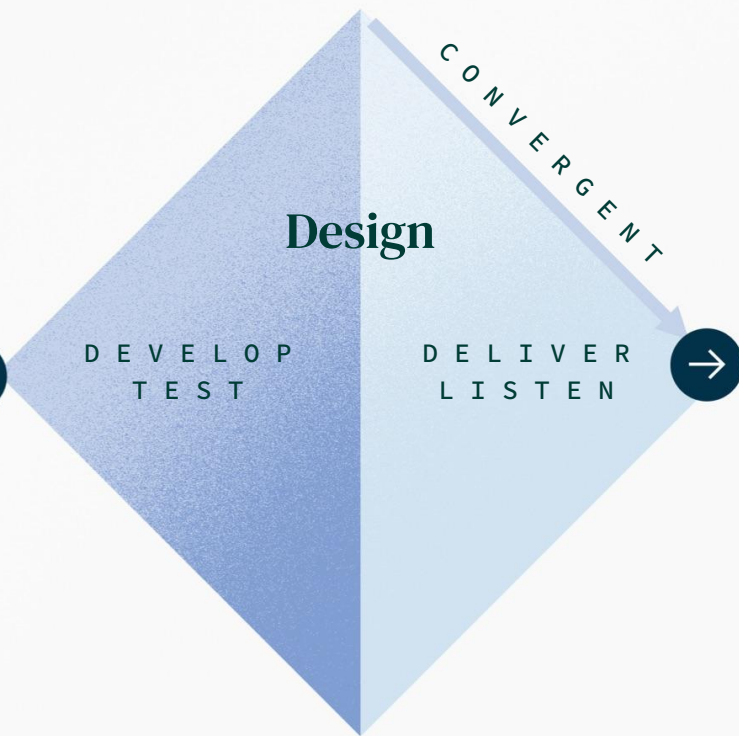
# Double diamond + LEA recap

Design Things Right

## Design the Right Thing



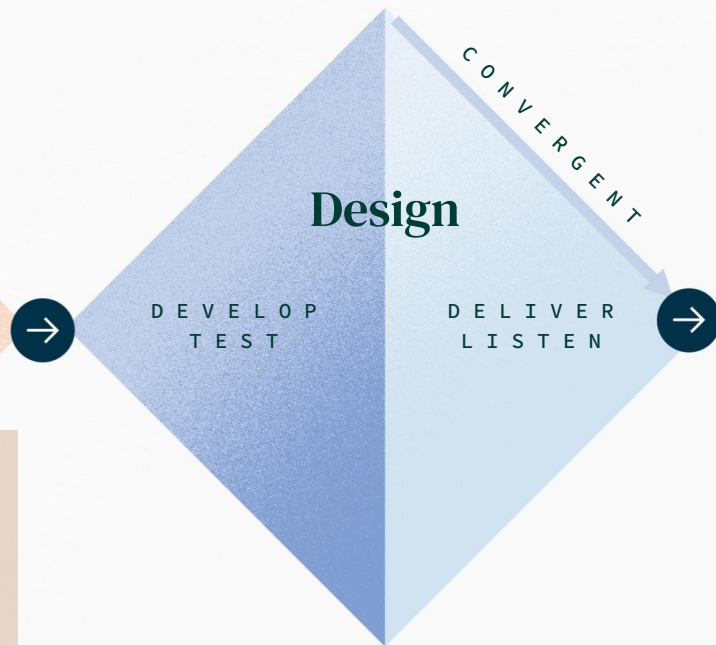
## Design Things Right



## Design the Right Thing



## Design Things Right



# Develop phase

Design Things Right



*Our focus:*  
quantity drives  
quality

# Brief-in

Write the brief using your LEA findings:

- Problem statement

- Problem statement insights

- Proposed success criteria

- Learner profile

- Constraints

Brief-in your brainstorm team:

- Recruit your team

- Share the brief in advance

- Consider assigning “homework”

# Brainstorm at-a-glance

Brainstorm rules

Format

Facilitation

Prompts & activities for divergent thinking

# Sample brainstorm rules

## **Live boldly.**

Don't prejudge your ideas! If it comes to mind, write it down and share it out loud!

## **Wonder more.**

What else? Prioritize quantity over quality for this brainstorm.

## **Lead with heart.**

Remember that something really small can make a big difference for a learner. No idea or detail is too little to share.

## **Take ownership.**

We're counting on you to stay engaged in the discussion and make it as productive as possible.

## **Check your ego.**

This is a "Yes, and..." space. We don't critique or evaluate ideas on the spot.

# Brainstorm format

In-person vs. virtual

Synchronous vs. asynchronous





# Brainstorm facilitation

# Sample Brainstorm Activities

# Warmup

## **Learning-specific**

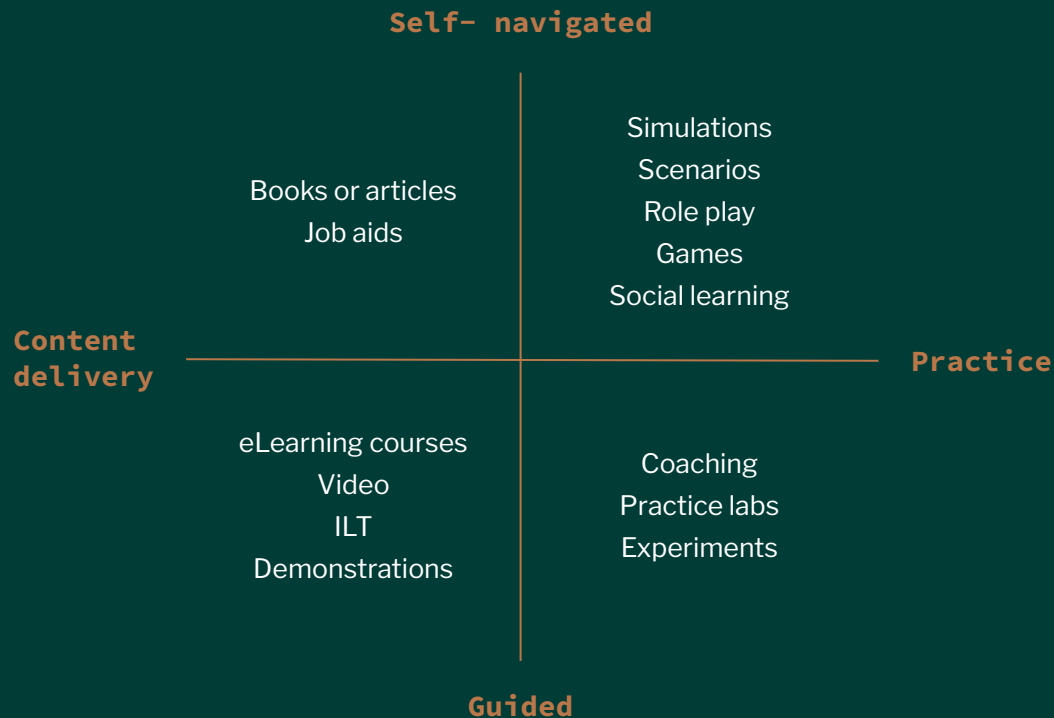
What's something you recently learned or attempted to learn? Walk us through your experience!

## **Topic-specific**

What's an example you've seen of a team coming together to become more than the sum of its parts?



# *Kolb's model:* Tell-Show- Do-Review



# Learning ecology matrix

What if learners only had 5 minutes at a time?

What if we had to rely mostly on graphics?

What if we had to tell a story?

What if learners couldn't use any digital tech?

# Constraints



# Brainstorm facilitation

# Idea analysis

Reconcile ideas against LEA findings  
(challenge, audience, constraints)

Push on those constraints – budget, team capabilities, etc.

Use group consensus to advance ideas

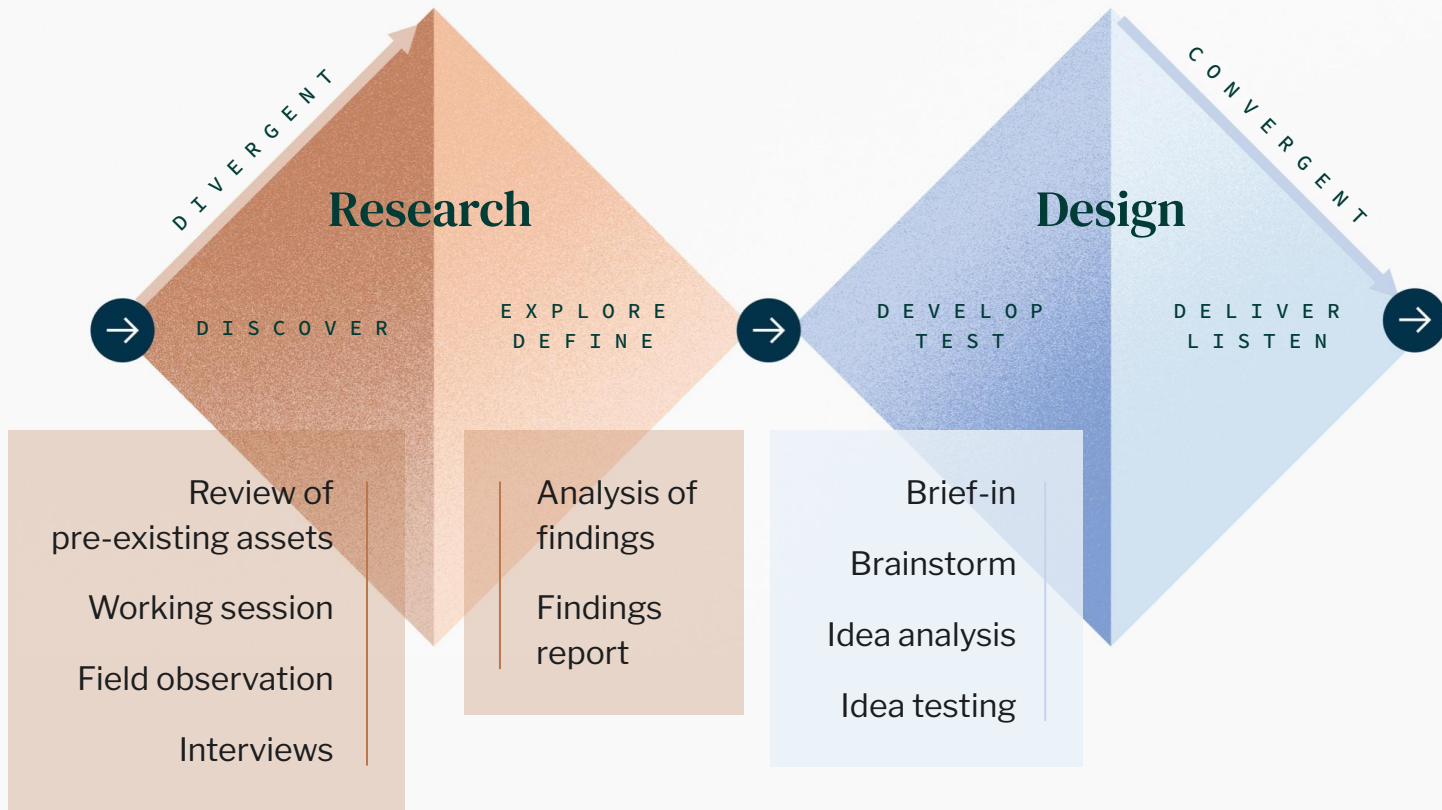
Proof of concept

Prototype

# Idea testing

## Design the Right Thing

## Design Things Right



# Deliver phase

Design Things Right



A photograph of two women in an office environment. The woman on the left has long, wavy blonde hair and is wearing an orange top, resting her chin on her hand. The woman on the right has curly brown hair, wears glasses and a white top, and is holding a document. They are both looking down at the document. In the background, another person is partially visible, and there are office plants and computer monitors.

# Production

Leverage the “Silver Rule”



# Pilot

# Launch + Measurement

Set a schedule to collect and review quantitative and qualitative data at each Kirkpatrick level:

01 Reaction

02 Learning

03 Behavior

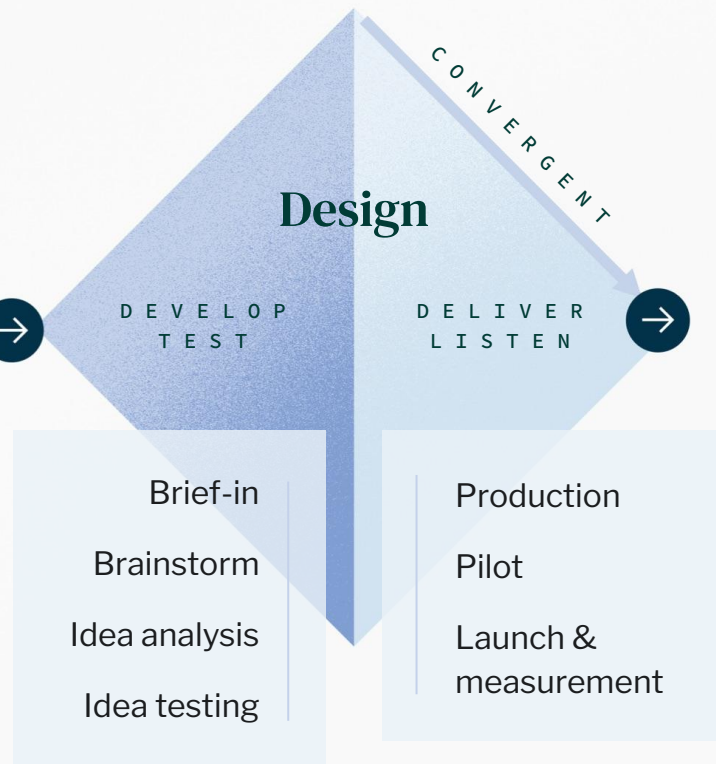
04 Results



## Design the Right Thing



## Design Things Right



# 04 Q&A

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# Thank you

If you want to contact us

(800) 319-2122

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